NEXT DE-NIC SUMMARY
(TOTAL)

MONTHS AFTER INTRODUCTION:	TOLEDO CUM. 1-5	HARTFORD THROUGH WEEK 22 CUM. 1-5	OMAHA CUM. 1-5
N =	8504	8318	8080
	%	%	%
BRAND AWARENESS	40	41	44
UNAIDED	23	24	25
AIDED	17	17	18
ADVERTISING AWARENESS	30	32	33
UNAIDED	14	16	16
AIDED	16	16	17
TRIAL	18	16	20
NEXT LOW TAR (NET)	15	16	-
NEXT LOW TAR	10	16	-
NEXT TAR NON-SPEC.	5	-	-
NEXT ULTRA LOW TAR	4	-	20
PURCHASE	7	6	8
NEXT LOW TAR (NET)	5	6	-
NEXT LOW TAR	4	6	-
NEXT TAR NON-SPEC.	2	-	-
NEXT ULTRA LOW TAR	2	-	8
SMOKER SHARE	0.2	0.1	0.3
NEXT LOW TAR	0.1	0.1	-
NEXT ULTRA LOW TAR	0.1	-	0.3
CURRENTLY SMOKES	0.1	0.1	0.2

* LESS THAN 0.5 PERCENT
OMAHA: ULTRA LOW, KING SIZE, 100'S, MENTHOL, NON-MENTHOL

TABLE SUMMARY
WEIGHTED DATA

2045732498

Source: https://www.industrydocuments.ucsf.edu/docs/rsmj0004